

# Shrink Sleeves

## Ahead of the curve...again.

Hammer Packaging is the first in North America to offer Shrink Sleeves with high-quality web offset printing, and variable-sleeve technology. Shrink Sleeves traditionally use gravure or flexo printing. Now, with offset, Hammer overcomes many of the challenges faced by Shrink Sleeve customers.

- **NO CYLINDER COST.** Gravure cylinders are very expensive. In contrast, we don't charge for offset plates. Before we print your first sleeve, you've likely saved tens of thousands of dollars.
- **FASTER TO MARKET.** It only takes us 8 minutes to create your offset plates in-house – not the hours, days or sometimes weeks it takes to make gravure cylinders. Think about that the next time you need to make a quick change to your graphics.
- **NO TRANSITION COST.** Gravure customers are used to large setup costs when starting a new print job. Not so with Hammer's web offset. Once we've received and approved your print file, it's full speed ahead. And our outstanding customer service department will help you every step of the way.
- **SUPPLY CHAIN FLEXIBILITY.** Combine low volume SKU's in the same print job. Our web offset process makes it simple, quick and very cost effective. That will keep your inventories down and improve your supply chain metrics.
- **RESPONSIVE MARKETING.** Since we create plates for each job – at no incremental cost to you – it's quick & simple for your marketing team to change graphics. Do you ever change your product's "Ingredients"? Run time-sensitive promotions? Develop regional or seasonal graphics? Then check us out.

**Web offset Shrink Sleeves provide you with a higher level of flexibility to manage your costs, your supply chain and your brand marketing.**



## Hammer people lead the way.

Pre-press through finishing, we produce over 22 billion labels per year on 12 presses across five locations.

- Hammer's **customer service** department simplifies your work. We can create tailored programs to manage your ordering and inventory. As a result, you reduce inventory, increase speed to market and operate in a true just-in-time environment.
- Our highly trained digital **pre-press** professionals ensure that your graphics files are properly built to account for distortion and optimized for success. And we help to make transferring your files a snap.
- We have a highly qualified **press** team that brings your brand image to life on our flagship Drent-Goebel VSOP press. From UV and EB materials to closed-loop color control, we've got you covered.
- Our **finishing** department has state-of-the-art slitting technology that automates waste removal from the roll, which keeps your costs down. Hammer's seaming technology can certify 100% that our lay flat measurement meets your design specs for each roll.
- Our **R&D** experts make sure you have the right substrates, inks, coatings and printing techniques to present your brand in the best possible light. And we're happy to collaborate with you on finding a better way.

*By hiring the right people and enabling them with state-of-the-art technology, Hammer has grown into a recognized leader in the industry. We listen intently to our customers and as a result we have earned extraordinary loyalty. Hammer is a family-owned company, which means you partner not with systems, but with people...exceptional Hammer people.*



Call Hammer today at 585.424.3880



**Substrates are Key.** At Hammer our R&D team is constantly exploring new substrates to improve film performance and image presentation. Today we offer:

**PETg-LV (polyethylene terephthalate glycol - low versatile)**

- much lower shrink force
- excellent scuff resistance
- high percentage of shrink
- easily recycled, environmentally friendly

**OPS (oriented polystyrene)**

- most controlled shrink curve
- cost effective
- often used for "squeeze" applications

**PLA (polylactic acid)**

- corn-based substrate
- compostable, environmentally friendly

We are presently developing web offset solutions using:

**PVC (polyvinyl chloride)**

- Cost effective
- Good scuff resistance

**PETg (white film)**

- High-yield film



**The Shape of Things to Come.**

Shrink Sleeves broadcast your brand image with a 360-degree splash of color. This fast growing packaging decorating process can take your brand message to another level.



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### **OUR PROMISE TO YOU:**

Consistent, high-quality printing

Accurate orders delivered on time

A support team that absorbs your responsibilities

A willingness to adapt to your needs

Innovative ideas on packaging printing

